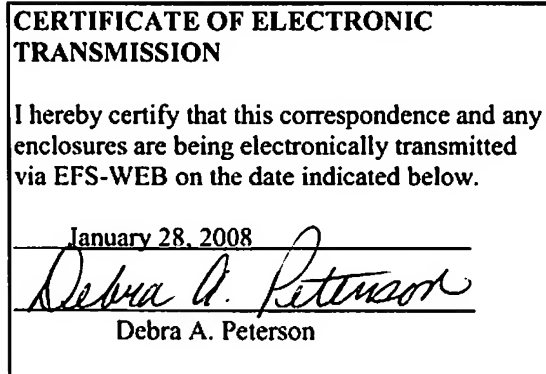


PATENT – AMENDMENT AFTER FINAL  
Examining Group: 2625

In re application of: Eric L. Barsness et al. : Confirmation No. 6557  
Group Art Unit: 2625 : IBM Corporation  
Examiner: Mark R. Milia : Intellectual Property Law  
Serial No.: 10/624,852 : Dept. 917, Bldg. 006-1  
Filed: July 22, 2003 : 3605 Highway 52 North  
Title: APPARATUS AND METHOD TO : Rochester, MN 55901  
ADVERTISE TO THE CONSUMER  
BASED OFF A DIGITAL IMAGE

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:



**RESPONSE UNDER 37 CFR 1.116**

This response addresses the issues raised in the Final Office Action mailed November 1, 2007, having a period for response set to expire on February 1, 2008. The following amendments and remarks are respectfully submitted.

**Claims** are reflected in the listing of claims which begin on page 2 of this paper.

**Remarks** begin on page 6.

**Conclusion** begins on page 9.